

Spin Control

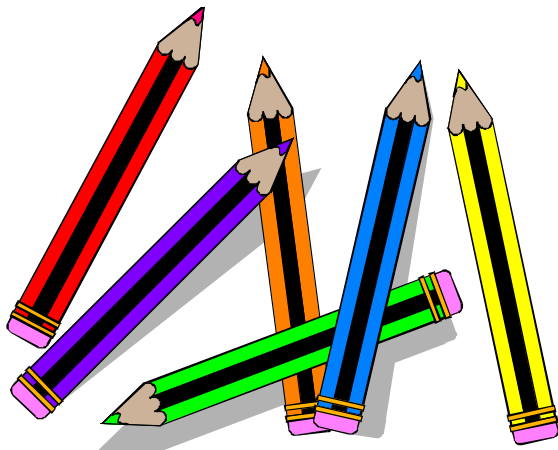
June

The Unofficial Newsletter of Maryland Wing Public Affairs

2001

GETTING STARTED

You have just been named the new PAO for your unit. Perhaps you are a new CAP member who has an interest in newsletters; perhaps you are an experienced member who got "stuck" with the job. You are a pilot (or a cadet, or a ground team member, or an aerospace education guru - fill in whatever is applicable), but chances are you are *not* a public relations specialist. Rest easy, most of us got this job the same way you did, and we probably had the same first question you have. "Where do I start?"



The first official act you need to get out of the way is the completion of a CAPR2a naming you as the unit PAO. Make sure the date on this is the same date as you actually started the job. This will come in very handy when you apply for your technician rating in public affairs because it is proof that you have served in the position for the internship period. Make a copy of this document and keep it for your personal CAP record.

Your second official act is to complete a CAPF2a (yes, another one) indicating your enrollment in the public affairs speciality track. The date on this CAPF2a should be the same as the one of the first CAPF2a. Again make a copy to keep for your personal CAP record.

Now that you've gotten this essential paperwork out of the way, you can begin the real work. Public Affairs Officers need to keep three goals in mind:


- ◆ Speciality Track Professional Development leading to a Technician, Senior, and Master Rating in Public Affairs
- ◆ Mission Rating Training leading to a 101 card for Mission Information Officer
- ◆ Putting together a public affairs program for your unit

You will probably find that you want to work on all three goals at the same time since the requirements for achieving one goal are often the completion of a task in another.

For example, in order to receive a Senior Rating in Public Affairs, you must perform as a trainee or primary Information Officer for two SAR missions (actual or training). The best place to start working on the goals is getting copies of the pamphlets, regulations, and other available PAO documents.



◆ CAP Pamphlet 201 (E) is the Speciality Track Study Guide for Public Affairs Officers. It provides a checklist for accomplishing all the tasks necessary to proceed in the Public Affairs Speciality track. CAPP 201 is available through the CAP Bookstore or online at the CAP Website.



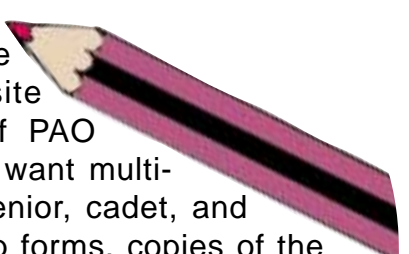
◆ CAP Regulation 190-1, Volume 1 and 2, is the regulation governing public affairs. It contains basic information about writing news releases, photography, fundraising, speaking, reporting requirements, and mission information officer information. It is available through the CAP Bookstore or online at the CAP Website.

◆ CAP Regulation 60-1, 60-3, and 60-4 (all parts and volumes) are the CAP regulations governing operational missions. CAPR 60-3 gives the framework for mission Information Officer tasks. These regulations also provide copies of the forms used to apply for a 101T-IO card that documents training as a mission IO and a 101 card that shows certification as a mission IO. These can be ordered from the CAP Bookstore and are available online at the CAP website.

◆ It is a good idea for PAOs to get a complete set of the CAP Regulations. A PAO must be familiar with all aspects of Civil Air Patrol, and one of the best ways to accomplish that task is to have a copy of the regulations. They are an outstanding reference on everything from how to wear the uniform correctly to how to write a letter in the CAP style. When a PAO is asked about Civil Air Patrol procedures, this is the best place to begin the research.

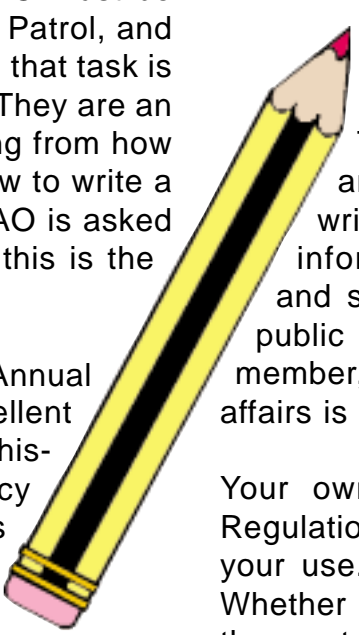
◆ A copy of the Civil Air Patrol Annual Report to Congress provides excellent information about Civil Air Patrol's history, statistics about emergency services missions, descriptions about cadet activities and a wealth of other information any PAO will find useful during an inter-

view or for a presentation. Ask your unit commander or Wing PAO for a copy.



◆ As soon as you can, register online at the CAP website and order a set of PAO materials. You will want multiple copies of the senior, cadet, and teacher membership forms, copies of the CAP Fact Sheet, flyers, reprint articles from **Plane and Pilot** and **Private Pilot**, and a Unit PAO kit. These materials are not only great for increasing your own personal knowledge of Civil Air Patrol, but they are great for press packets to give the media and information packets for presentations to civic groups, government groups, and service organizations. They are also good for recruiting activities. Maryland Wing Public Affairs publishes a MDWG Fact Sheet and **Propwash**, a newsletter for unit PAOs to distribute to local government and civic groups. Those are available in PDF format on the Maryland Wing website under "News."

◆ Visit the CAP, MER, and MDWG websites. Visit other region, wing, and unit websites. You can get some great ideas for unit-made materials and PAO activities from what other PAOs have done. You will find that most PAOs like to share ideas.



◆ Each month, PAOs from across Maryland meet at Wing HQ on the third Monday to discuss PAO issues. The meeting lasts for an hour. Some are training sessions on newsletter writing or media relations, some are informal problem-solving discussions, and still others are planning sessions for public affairs throughout Maryland. Any member, senior or cadet, interested in public affairs is invited to participate.

Your own creativity is the best resource. Regulations and publications are available for your use. Other PAOs stand ready to help. Whether you are the newest CAP member or the most experienced, help is available.